

1 What is claimed is:

2 1. A method for improving shopper navigation in a store by assisting in locating specific areas
3 of said store in a time efficient manner, comprising:

4 providing a hand carried apparatus imprinted with a graphical image of the layout of the
5 store, said graphical image further providing detailed information related to the location of specific
6 products within said store, and;

7 providing in at least one area of said graphical image a physical reference point within said
8 store such that said graphical image may be used by a shopper to determine where one of said
9 specific products is located.

10 2. The graphical image of Claim 1 further providing the location of a plurality of facilities
11 within the store including, but not limited to, safety facilities, restrooms, customer service counter
12 and checkout area.

13 3. The graphical image of Claim 1 wherein an area is provided for annotating said graphical
14 image with shopper entered data, said area being comprised of guidelines.

15 4. An apparatus for improving shopper navigation in a store by assisting in locating specific
16 areas of said store in a time efficient manner, comprising:

17 a plurality of pages, each page having four edges, a front surface and a rear surface, said
18 pages joined at one of said edges to form a portable tablet;

19 the front surface of said pages having imprinted upon it a graphical image representing the
20 layout of a store;

21 said graphical image further comprising at least one physical reference point, such that a
22 shopper in said store is able to determine a specific location within said store and navigate to said
23 specific location in a minimum of time.

24 5. The apparatus of Claim 4 wherein the reverse surface of the pages is further comprised of an
25 imprinted image, said imprinted image being one or more of data, advertisement or information.

26 6. The front surface of the page of Claim 4 further comprising an area for shopper annotation,
27 said area being comprised of a plurality of guidelines.